

Beta, VHS, VCR

Variety is the name of video equipment

In this age of electronics, one of the most popular family gift choices is a home entertainment center. But choosing the components that will give you the best value and meet your individual needs is not easy.

Michael Thaller, a distributor of TV programming for World Communications in Los Angeles, says it is important to learn all that you can, not only about the different kinds of equipment available and their uses, but also the types of stores that want to sell to you.

• **VIDEO CASSETTE recorders (VCRs)** — The most important thing to learn is that they come in both Beta and VHS models. The two types of tape are similar but cannot be interchanged.

"The main consideration is finding out what system your friends have in the event you trade tapes," Thaller said. "VHS is more popular since more titles are available on VHS, but the waiting lines are also longer to rent or purchase the tapes."

Some VCR manufacturers offer machines with stereo capability, but since your TV doesn't have stereo sound whatever you tape off the TV will still come through in mono.

• **VCR OPTIONS** — VCR units range from \$400 to over \$1,000 with options causing the vast price spread.

"The basic model usually has a 24-hour timer and a mechanical tuner," Thaller said. "You can record any one show in 24 hours and usually that's all

you need." Otherwise, he said, you'll get a stockpile of unviewed tapes that you won't have time to see if you didn't have time to watch the original broadcasts.

Programmable timers and electronic tuners cost hundreds of dollars.

The one feature Thaller believes worth the money is the search-cue and review button.

"You can search through the tape while you're watching it and get through the commercials."

• **VIDEO DISCS** — Discs are played on machines that look like record players and include movies and entertainment specials as well as sports, cartoons, rock music, travel and other features. The machines are less expensive than VCRs — priced about \$300-\$500 — but they can be used only for playback, not recording.

"The advantage to the disc is that it has somewhat better picture quality, much better sound quality and costs one-third that of a prerecorded movie tape," Thaller said. But you can tape four two-hour movies off the TV onto a VHS tape for the cost of a video disc. The most likely customers for video discs are those who can't get cable programming or have no desire to tape conventional television shows.

• **CAMERAS** — Picture quality varies little from the least expensive to the most expensive models, according to Thaller. "What you are paying for is the electronic viewfinder, color capability and picture tube, and instantaneous playback ability."

Thursday, November 24, 1983 Christmas Gift Guide

Page (O)9

Variety is the spice of Bloomfield Plaza

Telegraph and Maple Roads

There's something for everyone at Bloomfield Plaza. Shops and services fill every need of men, women and little folks. You'll find household and everyday sundries; restaurants and relaxation; getting-it-together and getting away; good looks and lookin' good. Everything is right here in 35 exceptional shops. We make it easy with acres of parking just steps from the entrance to your favorite shops. Visit Bloomfield Plaza and make Holiday shopping nice and easy.

Check your Holiday list against our list!

Argyle Shop
Bloomfield Plaza Shoe Service
Bleath of Spring Florist
Chase Cleaners
Colombo's Barber Shop
Concourse Card & Camera Shop
DOC Optics Corp.
Dorham Hardware
Elliott Travel Service
Frames Unlimited
Gail's General Office Supply
Gallery Restaurant
Great Scot Supermarket
Juliana's Shoes
Le Salon Dior
Linen Closet
Lollards & Cetera
London's Ltd.
Loretta Lorian
Machus Red Fox, Inc.
Madeleine
Maple 3 Theatre
Metro News
Michigan Chandelier
Michigan National Bank
Marie Newman
Roz and Sherm Boutique
Fred Sanders
Sauces 'N' Tosses
Say-On Drugs
Don Thomas Sporthaus
Thunderbird Shop
United Goodhousekeepers
Stores
Whitcraft Jewelers
Work Out Company

Check your favorite shops for Holiday hours.

CORDUROY CLASSICS

Through a special purchase we can offer this Corduroy Sport Coat with Suede Elbow Patches by EJOVEN at a super price. Reg. \$79.

NOW \$39⁵⁰

Just In Time For The Holidays



In Brown, Tan & Grey
Sizes 36-44
Reg. & Long

teen/man

OAKLAND MALL
TROY

FAIRLANE TOWN CENTER
DEARBORN